MESSAGE MANAGER PLATFORM

Corporate Customer Admin Interface Manual

Message Manager Platform
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Introduction

Thank you for choosing the Message Manager Platform—your turnkey solution for building the PC-to-mobile messaging networks. This document is to guide you through the Message Manager PlatformAdmin interface.

The Message Manager Platform is highly customizable software for ensuring effective mobile communication.

Please note, that due to our ongoing efforts to improve the Message Manager Platform suite, there may be some minor differences between the screenshots in this manual and the actual user interfaces.

Please also remember that the actual Message Manager Platform Admin interface may also depend on the list of features available for the Operator.

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The information contained in this document is believed to be accurate as for release 6.0.12.

Intended Audience for the Message Manager Platform Admin Interface

This document is intended for the Customer Administrators responsible for the administration of individual Customer Accounts.

I. Getting started

Message Manager Platform Admin Interface is a web-based control center from which you can administer the back-end and the middleware layers of the Message Manager Platform Server.

In order to configure the Message Manager Platform, you must log into your Message Manager Platform Admin Interface using the Internet Explorer. To do this, open the browser and type your server address in the URL bar. The configuration interface is accessible in Internet Explorer 7.0 or higher.

After you type your server address in the URL bar, the Login formpresented below then appears:

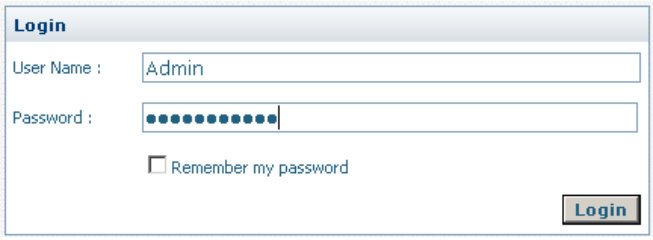

Fig.1. Login form.

Please type in your user name and password, and then click the **Login** button to proceed. Note that due to security reasons, the Message Manager Platform Admin Interface requires you re-enter your password every time you leave the running interface inactive for more than 10 minutes. However, you can override this function if you select the **Remember my password** box.

I.1. Screen Layout

After logging into the system, you see Administration page (Fig.2) with a navigation menu on the left.

Please note that it is essential to keep your username and password secure. Also remember to use a '**Log Off *yourUserName*'** link in the top right corner of the screen every time you have finished working with the Message Manager Platform Admin Interface.

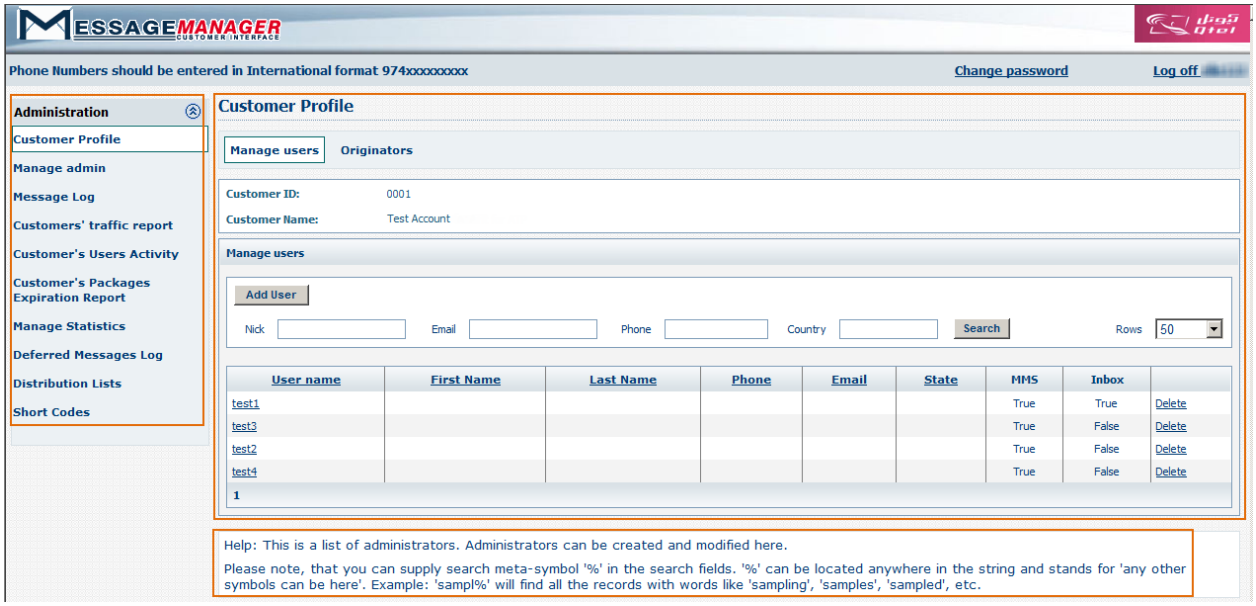

Fig.2. Administration page.

The biggest part of the page is taken by the work area, where you can set and control the parameters necessary. Below it you can see a small help section to help you deal with the current page. The top right corner of the page can be used to place your logo in.

The exact menu structure depends on your access permissions.

The currently selected view (further referred to as ‘current view’) is highlighted in the menu on the left.

I.2. Control elements

All Message Manager Platform Admin Interface views have a uniform user interface to make it easier for you to search and manipulate data. Every page has a context help box containing brief user instructions.

The following standard controls are available to the Message Manager Platform Admin Interface Users.

I.2.a. Search

Fig.3. Search box.

To instantly find any item in a list, enter a search term into a Search box (see above) and press ‘Enter’ or click the **Search** button. The list is filtered to display all matching entries. In most views “%” symbol stands for any number of symbols and can be used to build wildcard-driven searches.

Example: 'sampl%' returns all records containing words like 'sampling', 'samples', 'sampled', etc.

I.2.b. Rows

The **Rows** option allows the User to determine the number of items displayed on one screen. Simply select the required number from the drop-down menu. The following options are available:

- 10 records per page;
- 20 records per page;
- 50 records per page.

I.2.c. Calendar

Some pages may have **Date** or **From** and **To** fields. The Calendar control is used to simplify filling in dates.

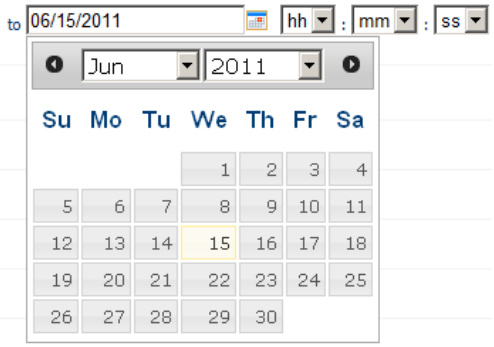

Fig.4. Calendar control element.

To use this control, click the icon next to the field. The pop-up window then appears. Then select the day. The date that you have selected appears in the in the edited box.

Please also note that the obligatory fields in the forms, if not filled properly, are marked with the red asterisk (*). You cannot proceed if you do not fill all the obligatory forms.

II. Administering your Customers

This level of administration is designed for Administrators of Customers. The Customers and their Administrators are created by Operator Administrators or by Distributor Administrators. You as a CustomerAdministrator can:

- Manage your own credentials (your name and password);
- Manage users (create, modify, delete user records);
- Monitor your packages and their expiration dates;
- Manage your Distribution lists;
- Get various statistical reports on your business activities.

This Chapter also relates to the case when the customer is a consumer, which means having just one User account.

Please be aware that the set of forms and links in the forms depends on the features available from your Operator in general, as well as the features your Operator assigned to you as a customer.

Please remember that for security reasons after some time of inactivity (usually 15 min) you are automatically logged out.

II.1. Managing Customer profile

If you log in as a Customer Administrator, first you see the Manage Customer page as shown in Fig.2. Here you can manage your users and originators.

II.1.a. Managing users in Customer interface

To create a new user, please click **Add user**. The **Create new user** form then appears (Fig. 5). The availability of the fields in this form depends on the privileges given to the Customer by the administrator who created the Customer.

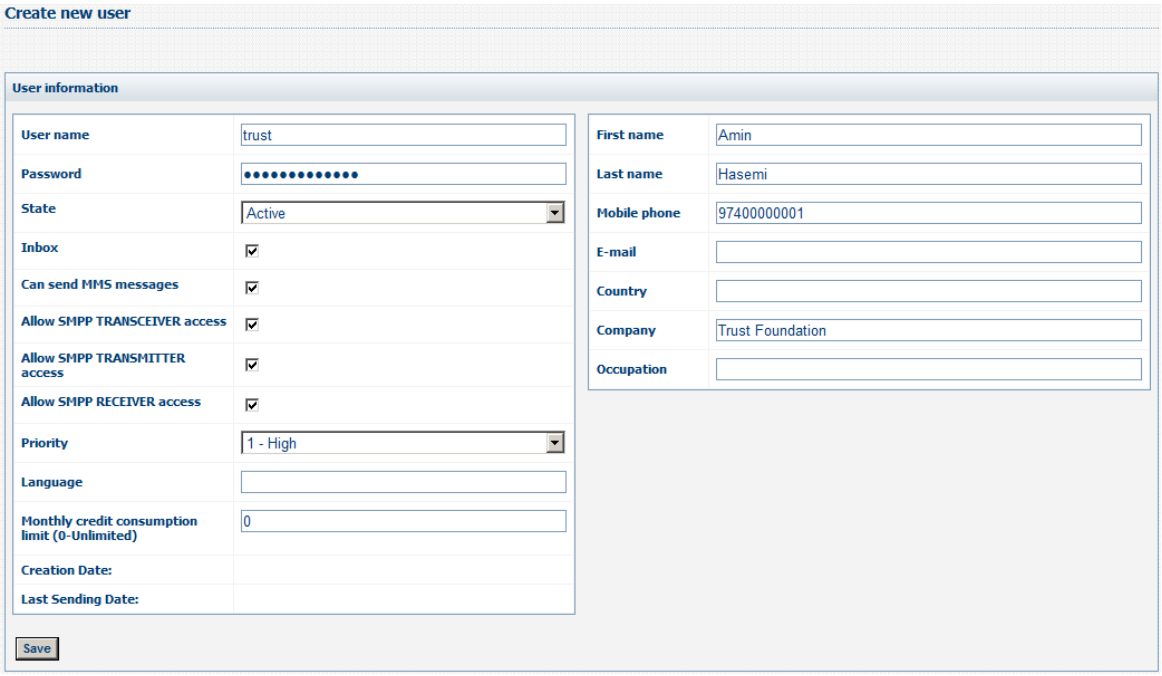

Fig. 5. Creating a new user.

The fields to fill in are the following:

User name: First of all, the user's name must be unique. Second, we advise you to make it informative enough so that you do not have to make a guess every time you need to contact the customer. Besides, in order to ensure a proper level of security, the Message Manager platform lets you define a user naming policy. The naming and password policy is influenced by the parameters set by your Operator Admin.

State: by default the state is active. It can also be Blocked (then you can unblock the account), or Deactivated (the deactivated accounts cannot be revived, but the records are kept in the database for statistical purposes).

Inbox, Can send MMS messages: selecting these boxes allows the user to have the Inbox facility, send MMS messages, send SMS messages via email respectively. Please note that these boxes are available if the corresponding features are on for the Customer.

Allow SMPP TRANSCEIVER access: selecting these boxes allows the user to access third-party applications via the SMPP protocol, both for sending and receiving messages.

Allow SMPP TRANSMITTER access: selecting these boxes allows the user to access third-party applications via the SMPP protocol, for sending messages only.

Allow SMPP RECEIVER access: selecting these boxes allows the user to access third-party applications via the SMPP protocol, for receiving messages only.

Monthly credit consumption limit: you can limit the number of credits your user can spend per month. Naturally, all your users' limits total cannot exceed the limit granted to you by the administrator who created your Customer account.

The fields on the right (First name, Last name, etc.) are the user's personal information and are optional.

To edit a user, click their name. The form similar to Fig. 5 appears, where you can change the information and save it again.

II.1.b. Managing originators in Customer interface

'Originator' is the name or number that the Recipients see as the signature for the message received. You can have several originators.

To see the list of your originators, click the **Originators** link in your Customer profile. This results in the table similar to Fig. 6.

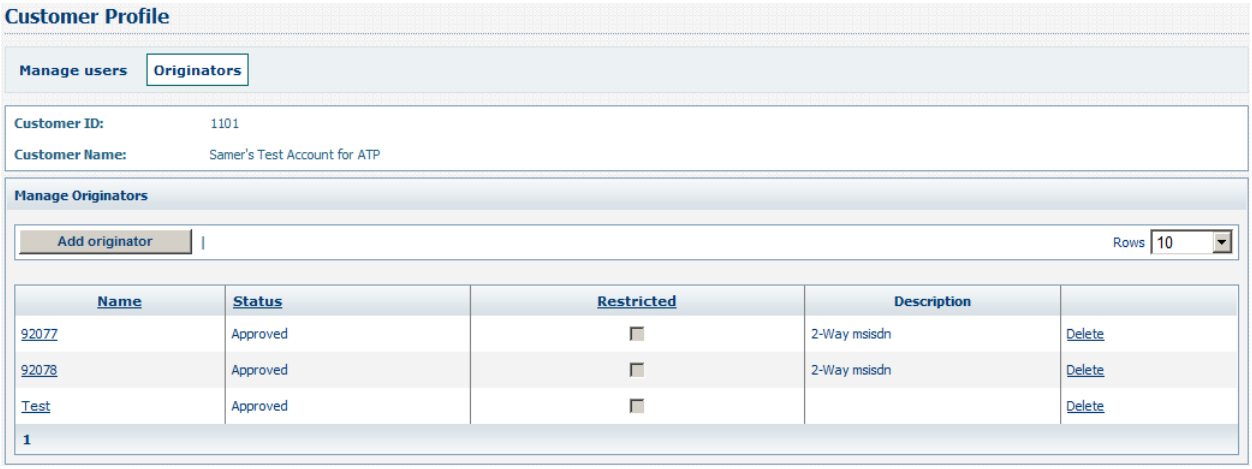

Fig. 6. The list of originators.

To add an originator, click the corresponding button above the table. The form shown in Fig. 7 then appears.

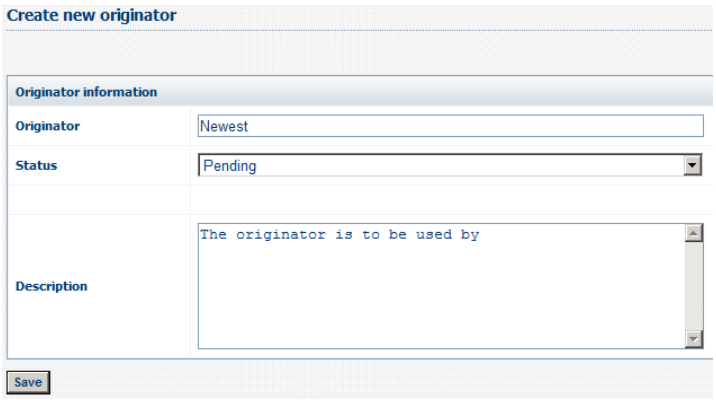

Fig. 7. Creating a new originator.

When filling in the form, please note that every newly created originator's status is always pending, because the Originator name is to be approved by your Operator. After that the Originator status is changed to 'Approved' and it can be used.

II.2. Changing your Admin name and password

In the Manage admin section (see Fig. 8) you can change your login name and password if necessary.

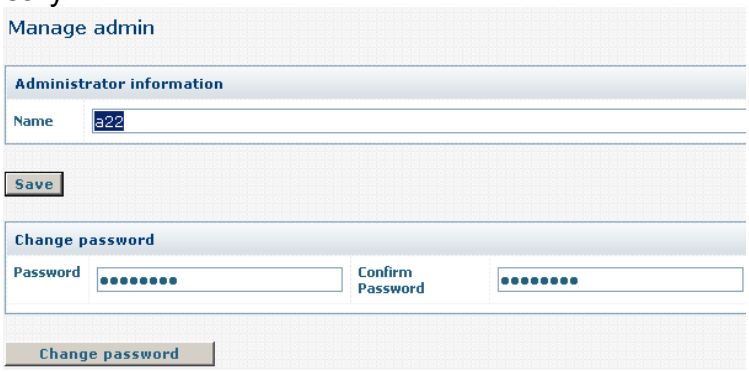

Fig. 8. Changing your login name and password.

Please note that here the user naming policy and the password naming policy can apply.

II.3. Message reports for the Customer

This section is designed for providing statistical information on the messages sent during the specified period (see Fig. 9).Please note that the set of the fields and options available may slightly vary depending on the features the Operator requested from PowerMeMobile Sales.

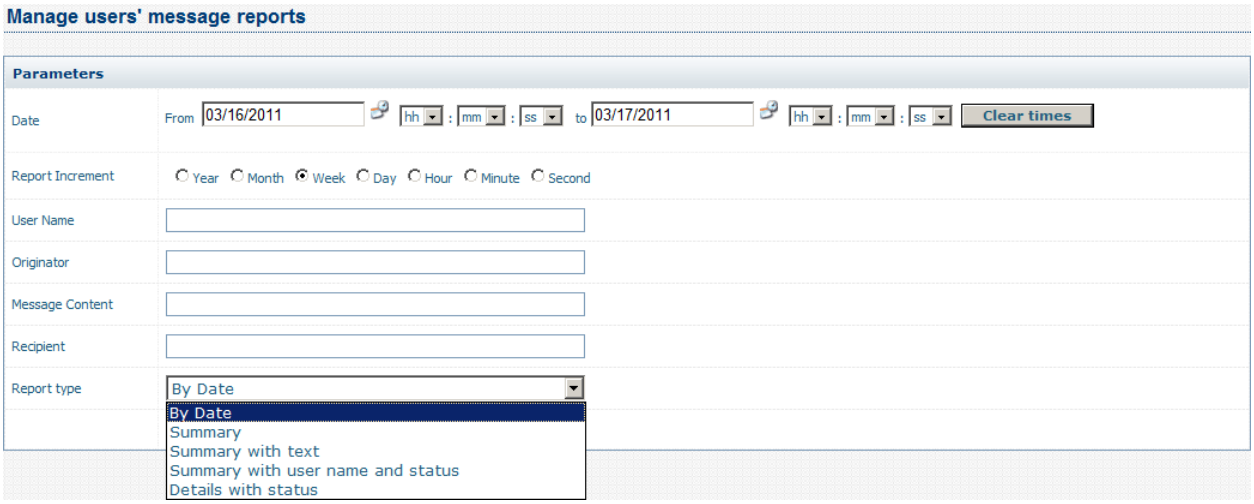

Fig. 9. Getting message reports in Customer interface.

Please specify the report period, report grouping, provide the customer ID, the user name and the recipient (optional), and select the report type. After clicking **Search** (in Fig. 9 the button is hidden behind the drop-down menu) you get the report on screen. The set of columns depends on the report type. You can also download the report in .csv formator other popular formats (the link appears above the resulting table).

II.4. Customer traffic report

This section is designed to show how much traffic (in credits) the customer generates for the period specified.

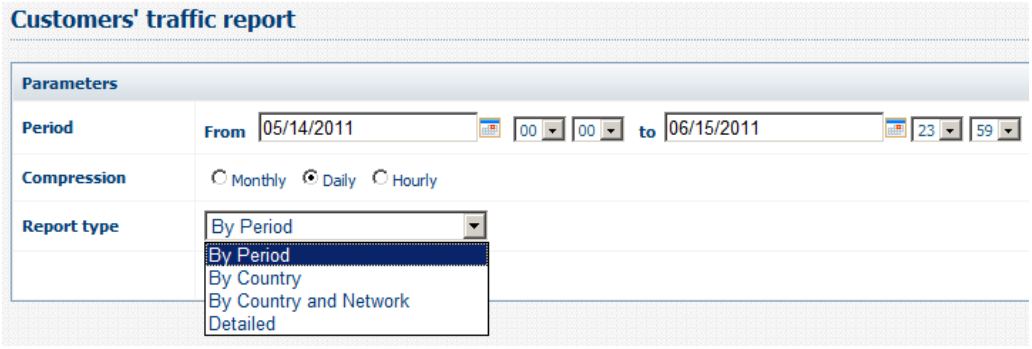

Fig. 10. Getting traffic reports in Customer interface.

Please specify the report period, the report compression, provide the customer ID, and select the report type. After clicking **Get report** you get the report on screen. The set of columns depends on the report type. For your statistical needs you can also get reports broken down by client applications.

If you select **Summary by Customer** (as shown in Fig. 10), you can further narrow your search with the help of the **Customer Type** and **Customer Pay Type** filters, or the Show customers with zero activity checkbox.

Please note that in the resulting tables the information on prepaid customers on SMS and MMS messages contains both the number of SMS messages (total size of MMS messages) and their cost, for example, #3800 / $760.

You can also download the report in `.csv` format or other popular formats (the link appears above the resulting table).

II.5. Customer's Users Activity

This is another informational page showing how active the users of the customer are. After specifying the time period, the report type, and the customer ID, you get the outcome report showing the total number of users and the number of active users among them.

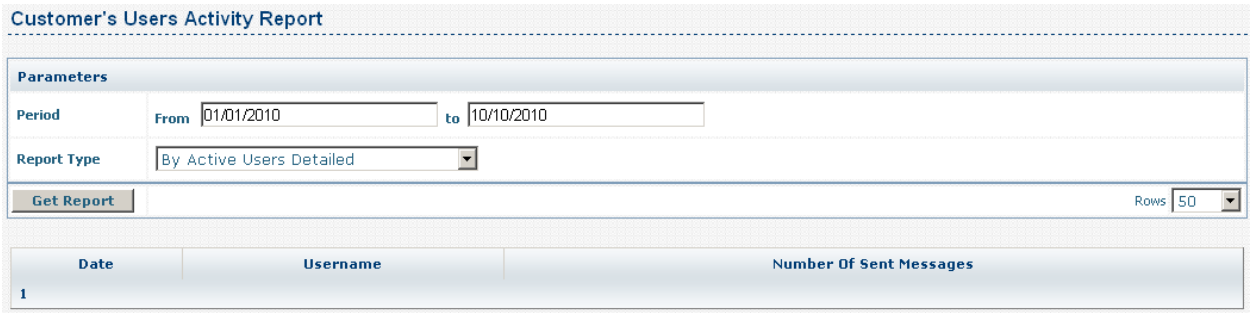

Fig. 11. Getting customer user activity report

II.6. Monitoring your packages and their expiration dates

To monitor your packages and their expiration dates, you can use the **Customer's Packages Expiration Report** page (if the feature is available for you).

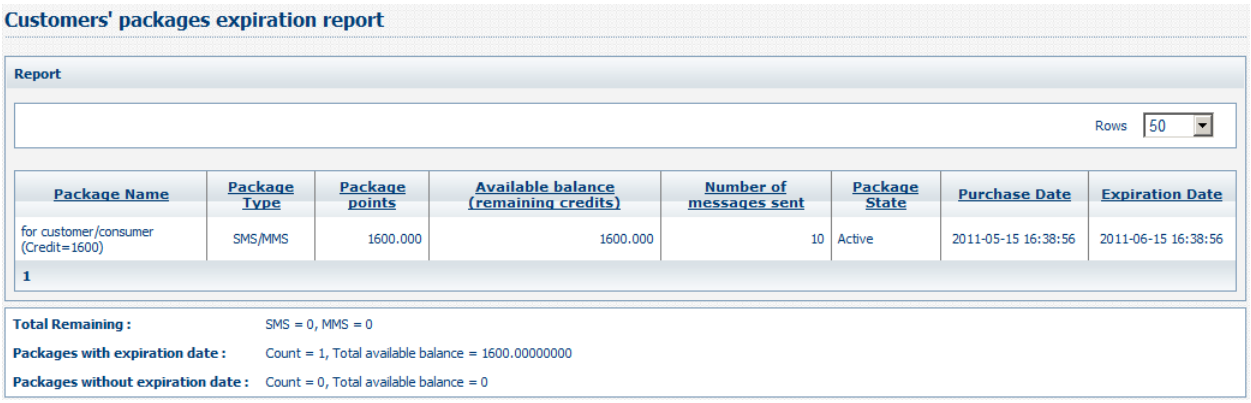

Fig. 12. The list of packages bought.

II.7. Manage statistics

This is another informational page showing aggregated information about customer sending a batch of messages. After specifying the time period, the customer ID or MSISDN, and the username you get the information how many messages the customer sent and how many of them were submitted. Usually processing a batch of messages takes some time, and the delivery results may vary. The resulting table shows you the information about it, including the time when the messages were submitted.

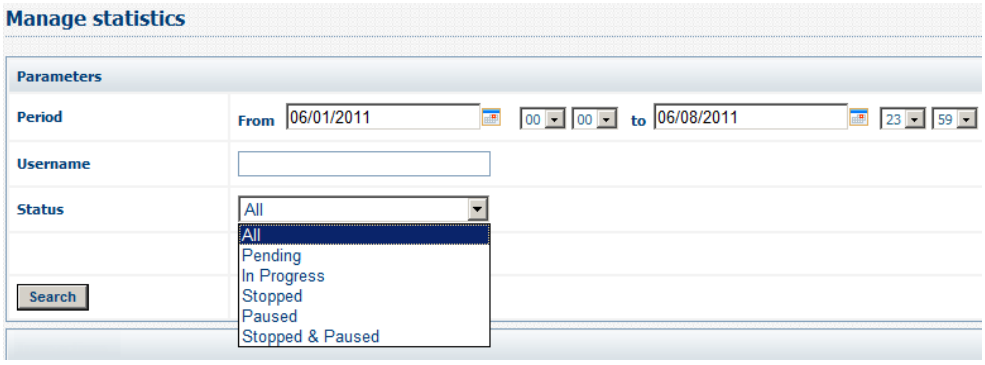

Fig. 13. Getting the batch statistics in Customer interface.

Please specify the report period, provide the customer ID (optional), and the User name (optional). After clicking **Search** you get the report onscreen, which looks like Fig. 14.

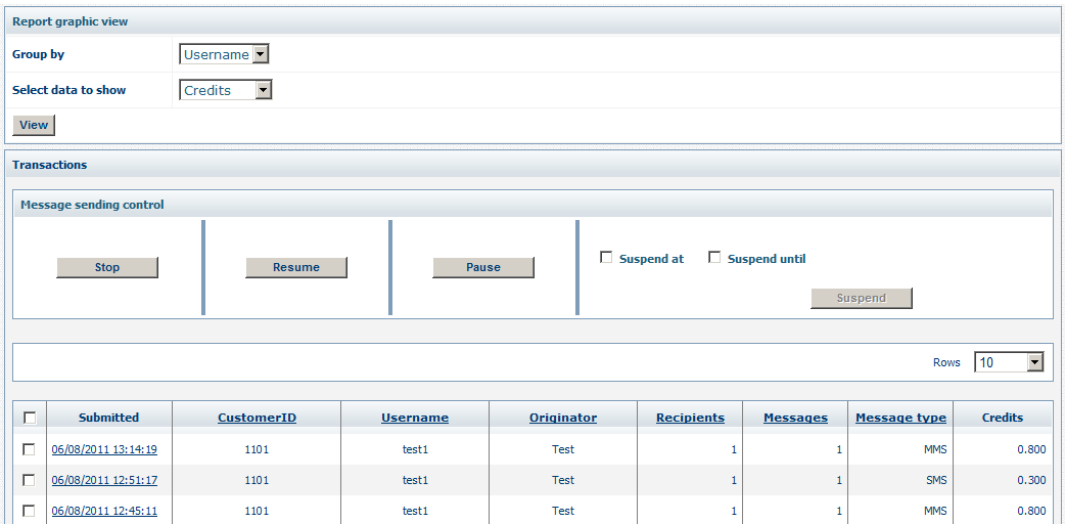

Fig. 14. Batch statistics report.

You can control the batch sending selecting the necessary batches in the table and then defining what to do with the batch (please see the **Stop**, **Resume**, and **Pause** buttons). The date/time control elements appear after you select the **Suspend at** and **Suspend until** checkboxes, as shown in Fig. 14.

If you click a batch link in the **Submitted** column, you get **Batch details** (Fig. 15). Note that from this page lets you pause, suspend, or stop an SMS broadcast in progress (see the corresponding buttons in Fig. 15).

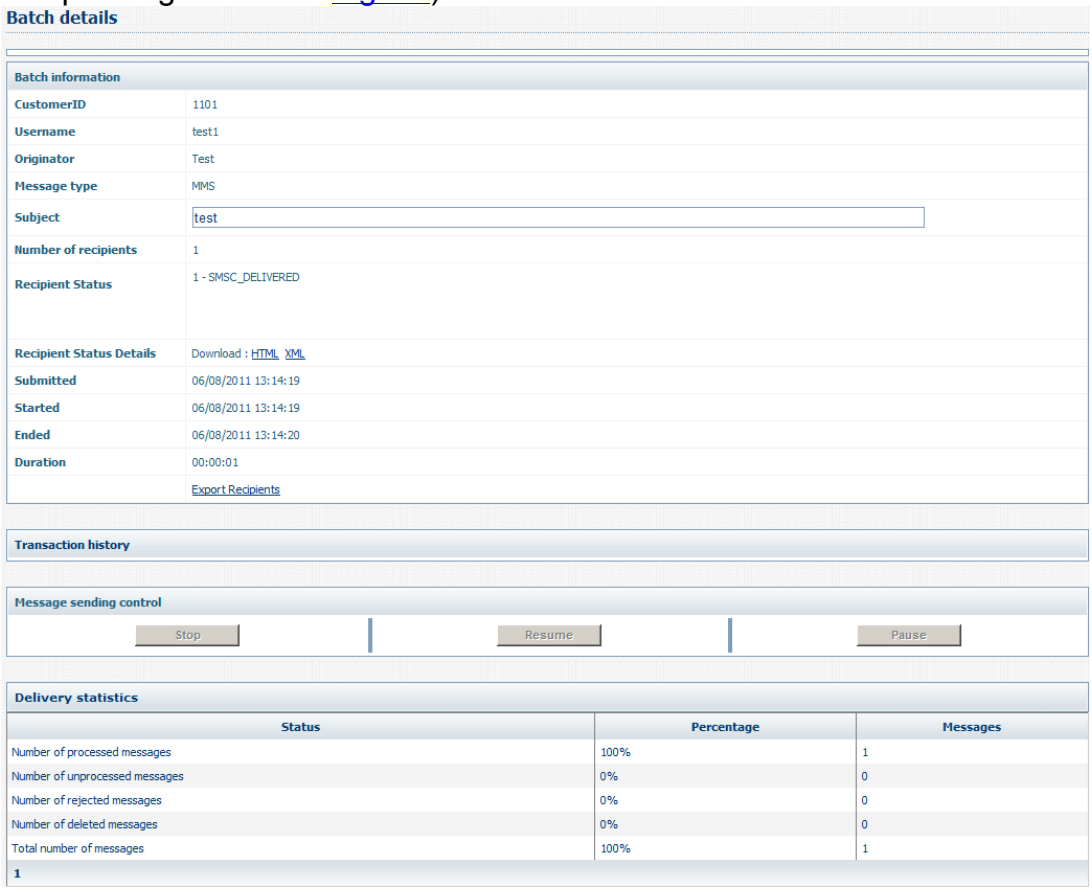

Fig. 15. The Batch details form

If there are failed messages, the number of failed messages is hyperlinked. Clicking on this number opens a pop-up window, showing the detailed information grouped by the failure reason.

In this case the **Retry failed items** becomes visible.Pressing this button resubmits all FAILED items in this batch for reprocessing, and then the Administrator is informed that "X items were resubmitted for processing".

You can export the reports from this section in csv, xls, or other popular formats for external use.

Please note that in case of SMS messages the message text is shown, while for MMS the subject is shown.

II.7.a. Message sending control

You can control the batch sending with the help of the message sending controls shown in Fig. 16. Please note sthat the date and time control elements appear after you select the corresponding checkboxes (compare it with Fig. 15).

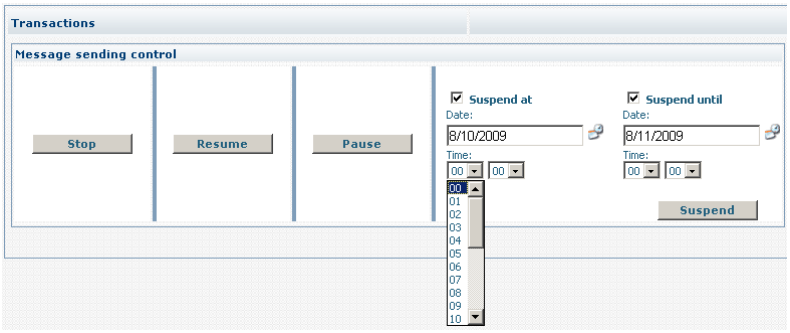

Fig. 16. Controlling the message sending

II.8. Deferred messages managing

This section allows you to manage deferred messages, or the messages which the sender does not want to be sent immediately and for this specifies a certain date and time, mainly to observe the time zone difference.

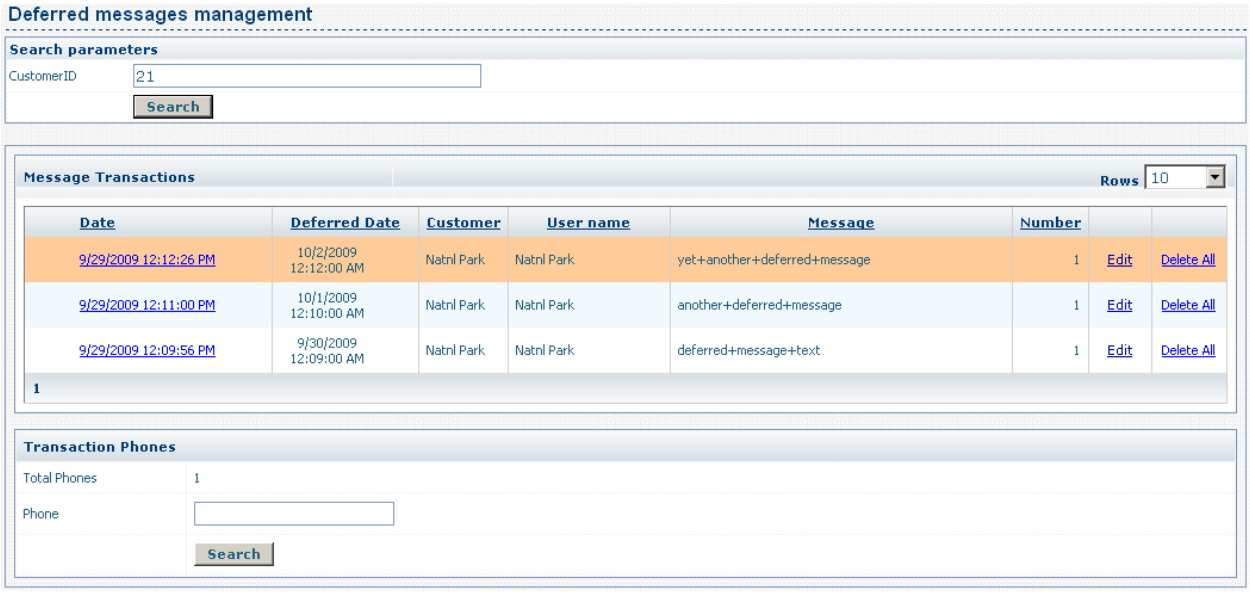

Fig.17. Deferred messages management page.

After you click **Search**, a list of deferred messages appears. You can further narrow your search results by specifying the recipient phone in the **Transaction Phones** section.

The links in the message list let you edit or delete the messages if necessary.

II.9. Distribution lists

A Distribution list is a tool used primarily for promotional purposes. Technically speaking, it is a archived text file with phone numbers separated by commas, so that the owners of the phone numbers can receive the promotional materials they may be interested in. The Customer requests the available distribution lists from the server to the Message Manager client and then selects the necessary list.

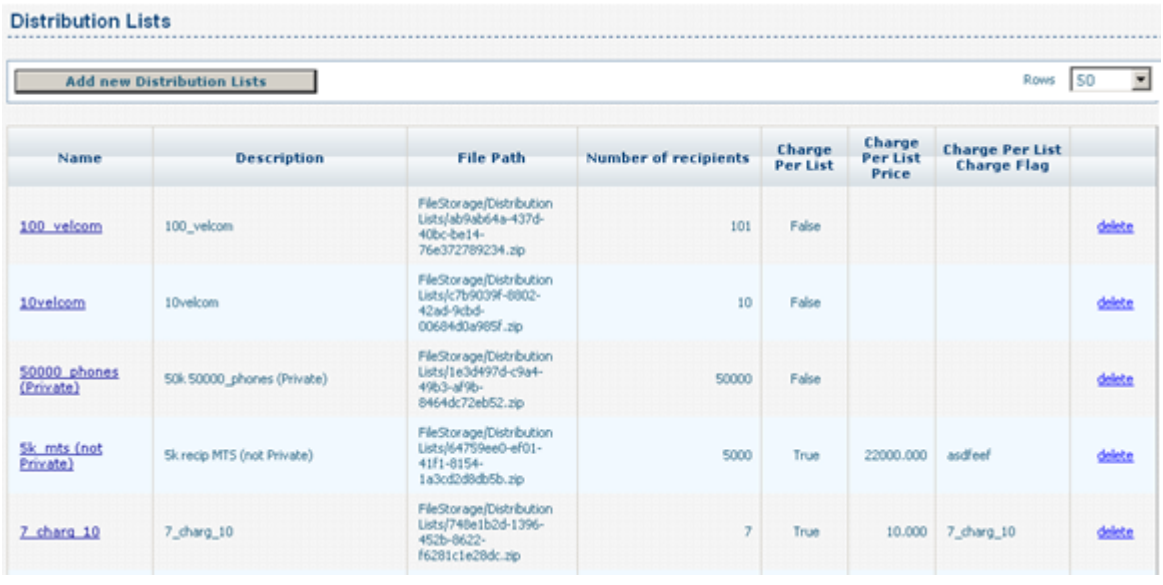

Fig. 18. Managing the Distribution lists.

If the **Charge Per List** parameter is 'true', the customer pays a fixed price for the sending to this Distribution list (the price is indicated in the column to the right). If the **Charge Per List** parameter is 'false', the customer pays for the number of messages sent.

If you want to create a new Distribution list, please click **Add new Distribution list**. You then get the form shown in Fig. 19.

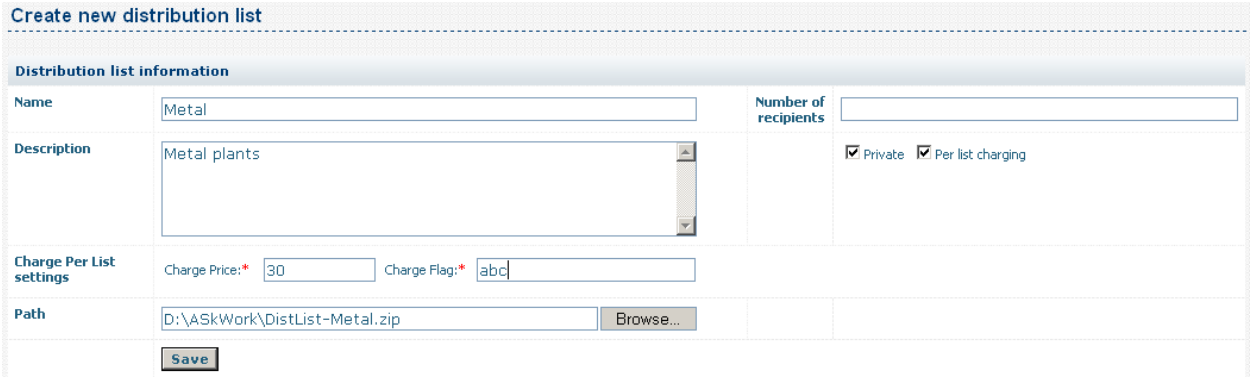

Fig. 19. Creating a Distribution list.

Please supply the necessary name and description. Then define the path for the text file containing the phone numbers. Note that the numbers must be digits only, separated by commas.

A Distribution list can also be private. In this case the customer cannot see the actual recipients' phones, only the number of recipients. You can also assign a fixed price for the Distribution list by selecting the **Per list charging** box. If it is not selected, the customer pays for the number of messages sent.

You can also edit a Distribution list if you click its name in the **Distribution lists** page (Fig. 18). The editing form is similar to Fig. 19. The number of recipients in the list is automatically shown on the right.

Please note that you can assign packages to the newly created Distribution list (the list of the packages assigned then appears in the table at the bottom). If so, only the assigned packages can be used for sending messages to the Distribution list.

II.10. Short codes

This is an information page which shows you the short codes. You can make them available to other mobile phone users, so that they can send you messages from directly to your Message Manager account.

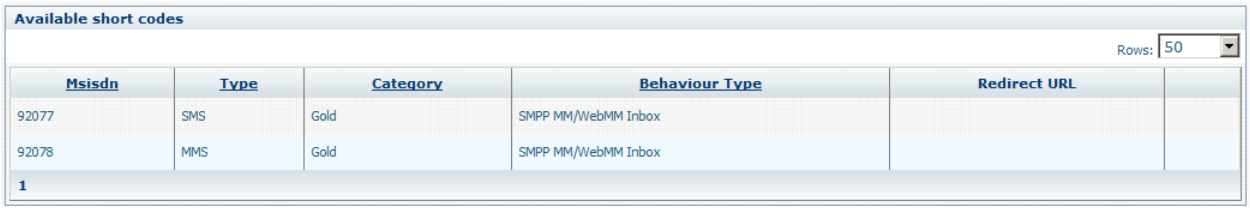

Fig. 20. Short code information table.

A short code can have a redirect URL, so that the message sent is automatically redirected to a web site and processed there (for example, to organize voting on some issue). In this case you can edit the URL.

A new short code can be added to the main system only, so you have to request it from your Operator Admin.

Appendix

Definitions

These are the basic terms and concepts used in this document:

- **Consumer** – the customer who purchases Mobile Telephony services from the Operator. The Message Manager Platform services provided to the consumer are charged directly to their mobile phone bill, and therefore no separate billing is performed in the Message Manager Platform. In other words, consumers are managed by the Operator only; Distributors cannot create and manage consumers. A Consumer is actually a Customer with just one User account, and the Consumer's phone number is used as the only Originator.
- **Credit limit** – the maximum amount of debt the Postpaid Customer is allowed to incur.
- **Credits** – Basic accounting units used to maintain financial relations with the customers. Every operation in the Message Manager Platform environment (including sending the message, checking the message status etc) costs the Customer a certain number of credits. The Operator can sell credits to Customers and to Distributors allowing those to refill their accounts. Distributors can sell credits to their customers. Credit units are normally set to be equal to the real currency units.
- **Customer** – These are the clients who, unlike Consumers, have their own accounts with Message Manager Platform. There are two types of Customers: those who have accounts in External Charging System billing system, administered directly by the Operator, and those who have their accounts in the Message Manager Platform, administered by the Distributors. A single Customer can have multiple user accounts in the Message Manager Platform, therefore enabling, for example, many employees of a company to access Message Manager Platform services using the same corporate account. The Customer may have one or more users registered with their account.
- **Customer Edition** – for example, only the top-level Enterprise edition of the Message Manager is equipped with an advanced function, which makes the PhoneBook capacity virtually unlimited: connection to the database on the company server, which enables other users of the company to connect to the company server and share the database.
- **Customer ID** -- Every customer has a customer ID which is set when provisioned on the system by **"THE OPERATOR"** or the Distributor and cannot be modified by the customer himself. The customer ID is linked to the customer account. All SMS sent from this account are related to this ID. Message originators are also related to the customer ID. For multi-user account, there could be one or several user names and passwords (depending on **"THE OPERATOR"**, the Distributor or the Customer choice) but there is always only ONE customer ID.
- **End User** - The End User is the physical person who is using the service and has the software installed on his PC. The person can be the same as the customer, however, there can be several End Users for a given Customer /

Customer ID. Each End User has access to the service on his PC with a User Name and Password.

- **Mobile User** - The person accessing the platform from his Mobile device. It might be a registered service End-User or a user within the mobile network.
- **MSISDN**– a number uniquely identifying a subscription in a GSM mobile network. Simply put, it is the telephone number to the SIM card in a mobile/cellular phone. The abbreviation has several interpretations, most common one being "Mobile Subscriber Integrated Services Digital Network Number".
- **Operator** – the corporate body responsible for all aspects of the service provision, from technical maintenance of the Message Manager Platform infrastructure to maintaining relations with messaging uplinks, accounting and cash collection. The Operator has a complete access to all Message Manager Platform administration facilities.
- **Originator** - The name or number that the Recipients see as the signature for the message received.
- **Phone Numbers** - All phone numbers should be entered in international format in Message Manager Platform. It means that the Country Code must be followed by the Local Code and then by the Phone Number. As an example, numbers should be entered as follows: 974XXXXXXX.
- **Recipient** - The person receiving the message sent by the service.

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